



the **CONDUIT**

Minority and Women's Business Enterprises Division

Tools of the Trade

These links provide you with step-by-step information for doing business with the state of Indiana. Utilize these tools to help you get those contracts!

- [Doing Business with the State: A How-To Guide](#)
- [Procurement](#)
- [Public Works](#)
- [Indiana Department of Transportation \(INDOT\)](#)

Staying Connected

Info you should know:

- Did you know that you can search the Indiana Auditor's payment system by purchase order? Searching the auditor's payment system will enable you to determine when payments will be made for awarded contracts. Visit the [Indiana Auditor of State website](#) for more information.



The Minority Business Enterprise Center is a federally funded program operated by the Indiana Department of Administration.

Indiana's Minority Business Enterprise Center (MBEC) provides strategic business consulting services to Indiana Minority Business Enterprises (MBEs). The MBEC strengthens Indiana business across the board by strengthening the capacity of MBEs across the state by providing solutions to the challenges of growing a business. With a proven knowledge base and an objective perspective, MBEC consultants help clients overcome the barriers to expansion.

Through its strategic business consulting practice, the MBEC can help ensure your firm's success. **How long can you afford NOT to be an MBEC client?** Contact Reppard Horne, MBEC Executive Director at 317-234-5223 today!

The federal guidelines require the MBEC to work with firms owned by ethnic minorities, and certain minimum business size limits may apply.

For more information about minority businesses, visit the U.S. Department of Commerce, Minority Business Development Agency at <http://www.in.gov/idoa/files/www.mbda.gov>

MWBE Division Upgrades Services Just For You!

The Minority and Women's Enterprise Division has recently made plans to implement some improvements to our Maximizing Opportunities of State Certification training and our annual summer business matchmaking event.

- The Maximizing Opportunities training class will soon be available online and available for you to access from anywhere at any time! Look for a "News Flash" announcing the link. The "live" Maximizing Opportunities classes will be on hiatus until August.
- Ready? Set? Go!!!! This year's July 15 business matchmaking event is titled Contact to Contract: Roundtable

Connection. This year's event will include our second annual MWBE Town Hall meeting. New to the Town Hall this year? An Elevator Speech contest. We will also have an information and idea-packed MBEC workshop, as well as a "preparedness" workshop for those businesses that need a refresher on how to maximize their state certification. All of this will lead to the highlight of the day: Three rounds of "roundtable" matchmaking opportunities. Please make a note that lunch will be provided that day. Mark your calendars because registration information will be released soon. Get ready!!!!

MWBE Division Solicits Participation with Procurement at IC/NIGP Spring Meeting

The Indiana Chapter of the National Institute of Governmental Purchasing (IC/NIGP) Spring Meeting and Vendor Exposition was held on March 27, 2008 at the Garrison at Fort Harrison in Indianapolis. Although there were a limited number of vendor booths, several MWBE companies participated in the exposition and networked with other vendors and procurement professionals.

In addition to the vendor exposition, Dr. Dean Kashiwagi, PhD, professor at Arizona State University's Del E Web School of Construction gave a presentation entitled, "Improving Performance by Minimizing Risk." Dr. Kashiwagi is considered one of the leading experts and researchers in performance-based measuring systems. Dr. Kashiwagi challenged the all in attendance to implement his strategy of using logic in the procurement process while building buyer/vendor relationships. The goal? Improve the overall procurement process and to drive down cost.

Please check the [Minority and Women's Business Enterprises](#) website for advanced notice of the next meeting of the Indiana Chapter of the National Institute of Government Purchasing.

ISCBA Workshops Help Firms Prepare for Public Contracting Opportunities

The last in a five-part series of business enhancement workshops for minority and women-owned businesses geared toward firms looking to land public contracts was held on Wednesday, March 26, in Indianapolis. The goal of the workshop? Help minority and woman-owned firms improve the skills needed to work on public projects, such as the Indiana Convention Center.

The final, free workshop in the series focused on business development, and was hosted by Ms. Debra Simmons Wilson, Managing Principal, Engaging Solutions, LLC.

Workshop Take-aways:

- Stay focused on your core business.
- Brand Identity: Carry it through the entire business.
- Create a marketing plan and use it as your roadmap for what you want to accomplish.
- Create a Pricing Strategy - Sell on Value but don't forget to factor in profit.
- Know your competitor. When growing your business consider what they do or offer that you don't.
- Know what your customer wants and then exceed client expectations.
- Building your business is about building relationships; building relationships is about making friends; people like to do business with friends.
- Call potential clients when you DON'T need something.
- Learn how your company looks to others/clients.
 - Does your email/website/logo reflect your business?
 - How do your front-line employees present themselves? (How is the phone is answered?)

- Love what you do.

The workshops were sponsored by the Indiana Stadium and Convention Building Authority (ISCBA), in partnership with the Indiana Construction Roundtable. Workshop presenters included Gerry Dick, INside Indiana Business; Matti McCormick, The McCormick Group; David Sease, Sease, Gerig & Associates; and Lori Wright, Meetings Designed Wright, LLC.

Workshop panelists included: Molly Burns, Geupel DeMars Hagerman; Lori Dunlap, ISCBA; Darrell Gossett, ERMCO; Tom Harmon, Harmon Construction; Bill McCarthy, Pepper Construction; and Vop Osili, A2SO4.

Previous workshops covered *Basic Business Setup and Refinement*, *Construction Industry Overview*, *Risk Management*, *Safety Management*.

For more information about these and future training workshops, visit the [Indiana Stadium and Convention Building Authority](http://www.inbdc.org) website.

**The Indiana Business Diversity Council Presents
The 2008 Indiana Business Opportunity Fair
"Transitioning Through A Changing Economy"**

What:

The Indiana Business Opportunity Fair allows minority businesses to showcase their wares and develop strategies to increase connectivity and awareness of what their companies have to offer.

Where:

Indiana Convention Center & RCA Dome - Hall "B" 100 South Capitol Avenue
Indianapolis, IN 46225

When:

April 15th & 16th, 2008

(source: www.inbdc.org)

For details visit: <http://www.inbdc.org/ibof.php>

Upcoming Events

April 15-16, 2008

Indiana Business Diversity Council hosts the Indiana Business Opportunity Fair, Indianapolis, IN

For more information and to register, click here; <http://www.inbdc.org>

May 31-June 3, 2008

Indianapolis International Airport hosts the 24th Annual Airport Minority Advisory Council (AMAC)- Airport Business Diversity Conference "Racing Towards Diversity", Marriott-Downtown Indianapolis

For more information: <http://www.indianapolisairport.com/>

SAVE THE DATE: JULY 15, 2008

CONTACT TO CONTRACT: A CONTRACTING ROUNDTABLE

Committed to Participation